

# INVOICE



**WDIV**  
**550 W. Lafayette Blvd.**  
**Detroit, MI 48226**  
**52-0854807 FEIN**  
**Main: (313)222-0444**  
**Billing: (313)222-0459**

<http://www.clickondetroit.com/index>

Billing Address:

**Media Strategies & Research**  
**Attention: Accounts Payable**  
**11350 Random Hills Rd**  
**Suite 670**  
**Fairfax, VA 22030**

Send Payment To:

**WDIV**  
**75 Remittance Drive Ste 3110**  
**Chicago, IL 60675-3110**

Invoice #	Invoice Date	Invoice Month	Invoice Period
258514-1	11/07/12	November 2012	10/29/12 - 11/06/12

Station	Account Executive	Sales Office	Sales Region
WDIV	Nick Welte	MMT/Philadelph	National

Advertiser	Product	Estimate Number
POL/Stabenow/Senate/D/MI	STABENOW FOR SENATE	11850

Flight Dates	Order #	Alt Order #
10/29/12 - 11/06/12	258514	06307091

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/31/12	10/31/12	Local 4 News Today 5-6A	5-530a	-- 1----	:30	1	\$275.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -- 1---- 1 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV W 10/31/12 5:23 AM Local 4 News Today 5-6A 5-530a :30 DST1207H \$275.00 NM									
2	10/29/12	11/02/12	Local 4 News Today 5-6A	530-6A	1-- 1--	:30	2	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 1-- 1-- 2 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV M 10/29/12 5:52 AM Local 4 News Today 5-6A 530-6A :30 DST1207H \$300.00 NM 2 WDIV F 11/02/12 Local 4 News Today 5-6A 530-6A :00 <del>\$300.00</del> NM See MG 2.3									
3 WDIV F 11/02/12 5:53 AM Local 4 News Today 5-6A 530-6A :30 DST1207H \$300.00 NM									
3	10/30/12	11/01/12	Today Show	7-8a	- 1- 1--	:30	2	\$1,350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 - 1- 1-- 2 \$1,350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Tu 10/30/12 7:22 AM Today Show 7-8a :30 DST1207H \$1,350.00 NM 2 WDIV Th 11/01/12 7:22 AM Today Show 7-8a :30 DST1208H \$1,350.00 NM									
4	11/05/12	11/05/12	Today Show	7-8a	1-----	:30	1	\$1,350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 1----- 1 \$1,350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV M 11/05/12 Today Show 7-8a :00 <del>\$1,350.00</del> NM Credited									

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**WDIV**  
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**Chicago, IL 60675-3110**

Invoice #	Invoice Date	Invoice Month	Invoice Period
258514-1	11/07/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
POL/Stabenow/Senate/D/M	STABENOW FOR SENATE	11850	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/31/12	11/02/12	Today Show	8-9a	-- 1- 1--	:30	2	\$1,350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -- 1- 1-- 2 \$1,350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV W 10/31/12 8:56 AM Today Show 8-9a :30 DST1207H \$1,350.00 NM									
2 WDIV F 11/02/12 8:42 AM Today Show 8-9a :30 DST1208H \$1,350.00 NM									
6	11/06/12	11/06/12	Today Show	8-9a	- 1- - - -	:30	1	\$1,350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 - 1- - - - 1 \$1,350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV Tu 11/06/12 8:57 AM Today Show 8-9a :30 DST1208H \$1,350.00 NM									
7	11/03/12	11/03/12	Sat 6-8am/Local 4 News	6-7am	- - - - 1-	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 - - - - 1- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV Sa 11/03/12 6:13 AM Sat 6-8am/Local 4 News 6-7am :30 DST1208H \$250.00 NM									
8	11/03/12	11/03/12	Sat 6-8am/Local 4 News	7-8am	- - - - 1-	:30	1	\$325.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 - - - - 1- 1 \$325.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV Sa 11/03/12 7:38 AM Sat 6-8am/Local 4 News 7-8am :30 DST1207H \$325.00 NM									
9	11/04/12	11/04/12	Sun News 6-730am	Sun 7-7:30am	- - - - - 1	:30	1	\$275.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 - - - - - 1 1 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV Su 11/04/12 7:23 AM Sun News 6-730am Sun 7-7:30am :30 DST1208H \$275.00 NM									
10	11/01/12	11/01/12	Today Show 9-10A	9A-10A	- - - 1- - -	:30	1	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 - - - 1- - - 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV Th 11/01/12 9:51 AM Today Show 9-10A 9A-10A :30 DST1207H \$375.00 NM									
11	11/05/12	11/05/12	Noon News 12-1230p	12N-1230P	1- - - - -	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 1- - - - - 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV M 11/05/12 Noon News 12-1230p 12N-1230P :00 <del>\$600.00</del> NM See MG 11.2									
2 WDIV M 11/05/12 12:25 PM Noon News 10/29-11/6 12-1p :30 DST1207H \$600.00 NM MG for 11.1 11/05									

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Invoice #	Invoice Date	Invoice Month	Invoice Period
258514-1	11/07/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
POL/Stabenow/Senate/D/M	STABENOW FOR SENATE	11850	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	11/03/12	11/03/12	Sat 8-10am Today	Sat 9-10am Today	-----1-	:30	1	\$675.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----1- 1 \$675.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Sa 11/03/12 9:44 AM Sat 8-10am Today Sat 9-10am Today :30 DST1208H \$675.00 NM									
13	10/29/12	11/02/12	Ricki Lake	3-4p	11111--	:30	5	\$275.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 11111-- 5 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV M 10/29/12 3:18 PM Ricki Lake 3-4p :30 DST1205H \$275.00 NM 2 WDIV Tu 10/30/12 3:18 PM Ricki Lake 3-4p :30 DST1206H \$275.00 NM 3 WDIV W 10/31/12 3:25 PM Ricki Lake 3-4p :30 DST1207H \$275.00 NM 5 WDIV Th 11/01/12 3:17 PM Ricki Lake 3-4p :30 DST1208H \$275.00 NM 4 WDIV F 11/02/12 3:20 PM Ricki Lake 3-4p :30 DST1207H \$275.00 NM									
14	11/05/12	11/05/12	Ricki Lake	3-4p	1-----	:30	1	\$275.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 1----- 1 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV M 11/05/12 3:54 PM Ricki Lake 3-4p :30 DST1208H \$275.00 NM									
15	10/31/12	10/31/12	M-F Local News @ 4pm	4p-430pm	--1----	:30	1	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 --1---- 1 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV W 10/31/12 3:58 PM M-F Local News @ 4pm 4p-430pm :30 DST1205H \$850.00 NM									
16	10/30/12	10/30/12	M-F Local 4 News 5-6pm	5P-530P	-1----	:30	1	\$1,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -1---- 1 \$1,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Tu 10/30/12 5:29 PM M-F Local 4 News 5-6pm 5P-530P :30 DST1207H \$1,300.00 NM									
17	11/02/12	11/02/12	M-F Local 4 News 5-6pm	530P-6P	----1--	:30	1	\$1,350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----1-- 1 \$1,350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV F 11/02/12 5:42 PM M-F Local 4 News 5-6pm 530P-6P :30 DST1208H \$1,350.00 NM									
18	10/29/12	11/01/12	M-F Local 4 News 6-630p	6P-630P	1--1---	:30	2	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 1--1--- 2 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV M 10/29/12 6:13 PM M-F Local 4 News 6-630pm 6P-630P :30 DST1207H \$1,600.00 NM 2 WDIV Th 11/01/12 6:28 PM M-F Local 4 News 6-630pm 6P-630P :30 DST1207H \$1,600.00 NM									

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**Chicago, IL 60675-3110**

Invoice #	Invoice Date	Invoice Month	Invoice Period
258514-1	11/07/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
POL/Stabenow/Senate/D/M	STABENOW FOR SENATE	11850	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
19	11/05/12	11/05/12	M-F Local 4 News 6-630p	6P-630P	1-----	:30	1	\$1,600.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$1,600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WDIV	M	11/05/12		M-F Local 4 News 6-630pm	6P-630P	:00		<del>\$1,600.00</del> NM
			Credited						
20	10/30/12	10/30/12	The New Normal	9-10P	-1-----	:30	1	\$1,800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-1-----	1	\$1,800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WDIV	Tu	10/30/12		The New Normal	9-10P	:00		<del>\$1,800.00</del> NM
			See MG 20.2						
2	WDIV	Tu	10/30/12	10:39 PM	Go On	10-1030PM	:30	DST1207H	\$1,800.00 NM
			MG for 20.1 10/30						
21	10/31/12	10/31/12	Guys With Kids	8-9P	--1----	:30	1	\$1,800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	--1----	1	\$1,800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WDIV	W	10/31/12	8:49 PM	Guys With Kids	8-9P	:30	DST1207H	\$1,800.00 NM
22	11/03/12	11/03/12	Chicago Fire	9-10PM	-----1-	:30	1	\$650.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----1-	1	\$650.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WDIV	Sa	11/03/12		Chicago Fire	9-10PM	:00		<del>\$650.00</del> NM
			Credited						
23	10/30/12	11/02/12	11-1135P Late News	11P-1135P	-1--1--	:30	2	\$2,900.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-1--1--	2	\$2,900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WDIV	Tu	10/30/12	11:14 PM	11-1135P Late News	11P-1135P	:30	DST1207H	\$2,900.00 NM
1	WDIV	F	11/02/12		11-1135P Late News	11P-1135P	:00		<del>\$2,900.00</del> NM
			See MG 23.3						
3	WDIV	F	11/02/12	11:28 PM	Late News 10/31,11/2	11-1145p	:30	DST1207H	\$2,900.00 NM
			MG for 23.1 11/02						
24	11/05/12	11/05/12	11-1135P Late News	11P-1135P	1-----	:30	1	\$2,900.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$2,900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WDIV	M	11/05/12		11-1135P Late News	11P-1135P	:00		<del>\$2,900.00</del> NM
			See MG 24.2						
2	WDIV	M	11/05/12	11:26 PM	Late News 10/31-11/5	11-1145p	:30	DST1207H	\$2,900.00 NM
			MG for 24.1 11/05						

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Advertiser	Product	Estimate Number	
POL/Stabenow/Senate/D/M	STABENOW FOR SENATE	11850	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
25	11/03/12	11/03/12	Sat 11-1130P Late News	11-1130P	-----1-	:30	1	\$2,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----1- 1 \$2,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Sa 11/03/12 11:29 PM Sat 11-1130P Late News 11-1130P :30 DST1207H \$2,400.00 NM									
26	11/05/12	11/05/12	Late Night 1237-137A	1237A-137A	1-----	:30	1	\$125.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 1----- 1 \$125.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV M 11/05/12 Late Night 1237-137A 1237A-137A :00 <del>\$125.00</del> NM See MG 26.2 2 WDIV M 11/05/12 Tonight Show 10/31-11/5 1145p-1248a :00 <del>\$125.00</del> NM See MG 26.3 3 WDIV M 11/05/12 1:41 AM Fallon Expand 10/31-11/5 1248-147a :30 DST1208H \$125.00 NM MG for 26.2 11/05									
27	11/01/12	11/01/12	Tonight Show 1135P-123	1135P-1237A	---1---	:30	1	\$1,100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---1--- 1 \$1,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Th 11/01/12 Tonight Show 1135P-1237A 1135P-1237A :00 <del>\$1,100.00</del> NM See MG 27.2 2 WDIV Th 11/01/12 12:29 AM Tonight Show 10/31-11/5 1145p-1248a :30 DST1208H \$1,100.00 NM MG for 27.1 11/01									
28	11/06/12	11/06/12	Lcl Nws 11/5-11/6	4-5a	-T-----	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Tu 11/06/12 4:27 AM Lcl Nws 11/5-11/6 4-5a :30 DST1207H \$300.00 NM									
29	11/06/12	11/06/12	M-F Local News @ 4pm	4p-430pm	-T-----	:30	1	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 1 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Tu 11/06/12 4:16 PM M-F Local News @ 4pm 4p-430pm :30 DST1207H \$850.00 NM									

Total Spots **35** Gross Total **\$35,550.00**

## Payment Terms 30 Days

Agency Commission **\$5,332.50**  
Net Amount Due **\$30,217.50**

We warrant that the actual broadcast information shown on this invoice was taken from the program log.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station reserves the right to purge materials after 90 days from last date of air. The expense of resending materials will be paid by client.

NONDISCRIMINATION POLICY: Post-Newsweek Stations, Inc. and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract is hereby rejected.